



**THE IMPACT OF SERVICESCAPE DIMENSIONS TOWARDS CUSTOMER
SATISFACTION AT THEME RESTAURANTS IN MELAKA**

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**SUBMITTED IN PARTIAL FULFILMENT OF THE REQUIREMENT FOR THE
BACHELOR OF BUSINESS ADMINISTRATION (HONS) MARKETING**

**FACULTY OF BUSINESS AND MANAGEMENT
UNIVERSITI TEKNOLOGI MARA
KAMPUS BANDARAYA MELAKA**

JANUARY 2018

DECLARATION OF ORIGINAL WORK



BACHELOR OF BUSINESS ADMINISTRATION WITH HONOURS (MARKETING)

FACULTY OF BUSINESS & MANAGEMENT UNIVERSITI TEKNOLOGI MARA

“DECLARATION OF ORIGINAL WORK”

I, NURUL AMIRAH BINTI KHALID, (I/C Number: 950124-04-5040)

Hereby, declare that:

- This work has not previously been accepted in substance for any degree, locally or overseas, and is not being concurrently submitted for this degree or any other degrees.
- This project-paper is the result of my independent work and investigation, except where otherwise stated.
- All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature:

Date: January 2018

LETTER OF SUBMISSION

JANUARY 2018

Head of Program
Bachelor of Business Administration (Hons)
Marketing Faculty of Business & Management
Universiti Teknologi MARA
Kampus Bandaraya Melaka

Dear Madam,

SUBMISSION OF PROJECT PAPER (MKT 662)

With reference to the above matter, I am a student of BBA (HONS) Marketing would like to hand in my project paper entitled **“THE IMPACT OF SERVICESCAPE DIMENSIONS TOWARDS CUSTOMER SATISFACTION AT THEME RESTAURANTS IN MELAKA”** to fulfill the requirement as needed by the Faculty of Business & Management, Universiti Teknologi MARA.

Thank You.

Yours Sincerely,

(NURUL AMIRAH BINTI KHALID)

2015125449

Bachelor of Business Administration (HONS) Marketing

ABSTRACT

This study aims to examine the impact of servicescape dimensions towards customer satisfaction at theme restaurants in Melaka. The research is based on a sample of 150 respondents and the key objective to examine how ambient conditions, cleanliness and spatial layout and functionality influence customer satisfaction at theme restaurants. The results show that ambient conditions, cleanliness and spatial layout have significant influence towards customer satisfaction at theme restaurants. The most influential factor of servicescape dimensions towards customer satisfaction is spatial layout and functionality.

Keywords: *customer satisfaction, servicescape dimension, servicescape, theme restaurants*